



WEWS

ORDER

Flight Dates **10/29/12-11/05/12**

Contract / Revision **316063 /** **Product** **NRA Fall 2012 10.29-11.5**

Original Date / Revision Agency Com 15%

10/26/12 10/26/12 Billing Contact

Advertiser **NRA - National Rifle Associa**
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Buying Contact Sales Office EWSDC

815 Slaters Lane
Alexandria, VA 22314 Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3511**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 89700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	19	\$76,245.00	\$89,700.00	0.00
Totals	19	\$76,245.00	\$89,700.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/05/12	19	\$76,245.00	\$89,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/29/12	11/05/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	5	\$2,500.00	P-1	0.00	NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWT---					4	\$2,500.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 2	WEWS	10/29/12	11/05/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	9	\$1,400.00	P-1	0.00	NM	11	\$15,400.00



WEWS

Print Date: 10/29/12

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Contract / Revision **316063** Flight Dates **10/29/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:20:00

Advertiser **NRA - National Rifle Assoc** Product **NRA Fall 2012 10.29-11.5** Estimate # **3511**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/29/12	11/05/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	9	\$1,400.00	P-1	0.00	NM	11	\$15,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MTWTF--		9				\$1,400.00		0.00			
	Week:	11/05/12	11/11/12	M-----		2				\$1,400.00		0.00			
N 3	WEWS	10/29/12	11/05/12	OSU Football Ohio State Football	CM	12p-1130p	-----S-	:30	1	\$50,000.00	P-1	0.00	NM	1	\$50,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$50,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 4	WEWS	10/29/12	11/05/12	NCAA 330p-7pm NCAA 330p-7pm	CM	330-7p	-----S-	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$10,000.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 5	WEWS	10/29/12	11/05/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1				\$2,500.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
N 6	WEWS	10/29/12	11/05/12	SU 1125p-12a Sports Ext SU 1135p-12a Sports Ext	CM	1135p-12x	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
	Week:	11/05/12	11/11/12	-----		0				\$0.00		0.00			
Totals														19	\$89,700.00